

Prysmian Announces New U.S. Industrial and Construction Sales Agencies, Leveraging the Strength of the Prysmian | Encore Wire and Atkore Representative Network

Highland Heights, Ky., Oct. 19, 2026 – Following the close of the [Atkore acquisition](#), [Prysmian](#), the leading provider of solutions for energy and digital connections, announces its new manufacturing representative network that will serve the U.S. Industrial and Construction market. This network compiles the legacy Prysmian | [Encore Wire](#) and [Atkore](#) sales representatives to bring the complete portfolio of Prysmian, Encore Wire, and Atkore products to the market.

“Prysmian and Atkore assessed the market and jointly evaluated the manufacturing representative network to determine the new map. This group has contributed to the historical success of both companies, and we value their commitment to our products,” said Brian Moriarty, SVP Industrial & Construction Prysmian | Encore Wire and President of Atkore. “We know the single representative formula for a market will increase the speed and service for our customers, and now these reps have an unmatched portfolio of electrical solutions which ultimately simplifies the process for our electrical distribution partners and contractors.”

The new Industrial and Construction Representative Network includes:

- **AJB Sales:** Minnesota, West Wisconsin, North Dakota, South Dakota, Montana
- **Apex Electrical Sales, Inc.:** Arizona
- **Callas Kingsley Electrical Sales:** N. Illinois, E. Wisconsin, and N. Michigan
- **Cascade Western:** Oregon, Alaska, Washington, Northern Idaho
- **Convergence Partners, Inc.:** Kansas, Missouri, and Southern Illinois
- **DDK Sales:** Maryland, DC, Northern Virginia
- **ESP (Electrical Specified Products):** Colorado, Southwest Nevada (Vegas) and Eastern Wyoming
- **Gallagher Sales Associates, Inc.:** Upstate New York, New Hampshire, Maine, Vermont, Connecticut, Massachusetts, Rhode Island
- **Gen-Mark:** Western Pennsylvania, West Virginia, and Ohio
- **Gorin-Cockrell-Decker FL (GCD):** Florida
- **Gorin-Cockrell-Decker (GCD):** Alabama and Georgia
- **Healy-Mattos:** Northern California, Northwestern Nevada
- **Joe Bertsch Electrical Sales Company:** Iowa and Nebraska
- **Lyle W. Williams Company:** Utah, Eastern Nevada, Southern Idaho and Western Wyoming
- **McCreary Sales:** Texas, Oklahoma, New Mexico
- **Nelson & Associates:** Southern California, Hawaii
- **Pfeiffer Sales Company:** Michigan, Indiana, and Kentucky
- **Power Corp.:** Arkansas, Louisiana, and Mississippi
- **Power Corp. TN Office:** Tennessee
- **Synergy Electrical Sales, Inc.:** New York (Long Island, Westchester, Rockland, Putnam & Orange Counties), Eastern Pennsylvania, Southern New Jersey, Delaware
- **Vincent-Angel, Inc.:** Virginia (excluding NOVA), North Carolina, South Carolina

Prysmian also announced today that Moriarty will serve as President of Atkore and retain his position as Senior Vice President of Industrial & Construction for Prysmian | Encore Wire. In his expanded role, Moriarty will lead the Atkore business while continuing to oversee Prysmian | Encore Wire's Industrial and Construction organization. His appointment supports the integration of the companies and their complementary portfolios, with a continued focus on customers, employees and long-term growth. Former Atkore CEO Bill Waltz will move into a Strategic Advisor role, where he will continue to provide guidance and support to help ensure a smooth integration and continued success.

For additional questions on the new manufacturing representative network, please contact the [Prysmian | Encore Wire Industrial and Construction team](https://www.encorewire.com/where-to-buy/index.html) or locate your representative at <https://www.encorewire.com/where-to-buy/index.html>.

Prysmian North America

Based in Highland Heights, Ky., Prysmian North America is a benchmark player creating solutions for energy and digital connections, delivering major electrical transmission projects, modernizing power grids, and unlocking renewable energy, electrification, and digital connectivity worldwide. Prysmian's strategy is perfectly aligned with the main market drivers by developing resilient, high performing, sustainable, and innovative cable systems for the transmission, power grid, electricity, and digital solutions segments.

Since 2018, Prysmian has grown through acquisitions of General Cable, Encore Wire, Channell, and Atkore. Prysmian North America's sales are approximately \$9 billion. With Atkore, Prysmian North American operations include more than 80 locations and 14,000 associates. Additional information is available at na.prysmian.com.

Globally, Prysmian is enabled by its 34,000 employees, 109 production facilities and 30 R&D centers in over 50 countries. Prysmian is a public company, listed on the Italian stock exchange and recorded 2025 revenues of approximately €20 billion.

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